



WEWS

# ORDER

Flight Dates **10/02/12-10/08/12**

Contract / Revision      **313453 /**  
Original Date / Revision  
                          09/29/12    10/01/12  
Advertiser **Obama / Democrat / Preside**

Agency    **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80  
 Washington, DC 20007**

Product

**Obama For America Sked C 10.2-11**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80  
 Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep            00:20:00

Estimate #            **1904**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A35+

Rev Codes          POL            POL            CAND

Product Codes   PL

Priority              P-1

Advertiser Ref

Primary Account Executive  
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 91460

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	60	\$77,741.00	\$91,460.00	0.00
<b>Totals</b>	<b>60</b>	<b>\$77,741.00</b>	<b>\$91,460.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	60	\$77,741.00	\$91,460.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/02/12	10/08/12	SU Kaleidoscope SU Kaleidoscope	CM	10-1030a	-----S	:30	1	\$35.00	P-3	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$35.00		0.00						
Week:		10/08/12	10/14/12	-----	0		\$0.00		0.00						
N 2	WEWS	10/02/12	10/08/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00



**WEWS**

Print Date: 10/03/12

Page 2 of 4

Contract / Revision      **313453**      Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision    09/29/12/   10/01/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **Obama For America Sked C**    Estimate #    **1904**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/02/12	10/08/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					1	\$200.00		0.00			
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 3	WEWS	10/02/12	10/08/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					2	\$400.00		0.00			
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 4	WEWS	10/02/12	10/08/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					2	\$550.00		0.00			
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 5	WEWS	10/02/12	10/08/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					4	\$600.00		0.00			
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 6	WEWS	10/02/12	10/08/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$75.00		0.00			
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 7	WEWS	10/02/12	10/08/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$775.00		0.00			
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 8	WEWS	10/02/12	10/08/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$775.00		0.00			
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 9	WEWS	10/02/12	10/08/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					3	\$550.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$550.00		0.00			
N 10	WEWS	10/02/12	10/08/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					4	\$550.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$550.00		0.00			
N 11	WEWS	10/02/12	10/08/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$1,300.00	P-2	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					3	\$1,300.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$1,300.00		0.00			
N 12	WEWS	10/02/12	10/08/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	4	\$3,200.00



**WEWS**

Print Date: 10/03/12

Page 3 of 4

Contract / Revision      **313453**      Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision    09/29/12/   10/01/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **Obama For America Sked C**    Estimate #    **1904**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	10/02/12	10/08/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					3	\$800.00		0.00			
		Week: 10/08/12	10/14/12	M-----					1	\$800.00		0.00			
N 13	WEWS	10/02/12	10/08/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					3	\$550.00		0.00			
		Week: 10/08/12	10/14/12	M-----					1	\$550.00		0.00			
N 14	WEWS	10/02/12	10/08/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					2	\$700.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 15	WEWS	10/02/12	10/08/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					4	\$225.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 16	WEWS	10/02/12	10/08/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					3	\$900.00		0.00			
		Week: 10/08/12	10/14/12	M-----					1	\$900.00		0.00			
N 17	WEWS	10/02/12	10/08/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					1	\$325.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 18	WEWS	10/02/12	10/08/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					2	\$500.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 19	WEWS	10/02/12	10/08/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					2	\$400.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 20	WEWS	10/02/12	10/08/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	M-----					1	\$4,500.00		0.00			
N 21	WEWS	10/02/12	10/08/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	M-----					1	\$12,000.00		0.00			
N 22	WEWS	10/02/12	10/08/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00



**WEWS**

Print Date: 10/03/12

Page 4 of 4

Contract / Revision      **313453**      Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision    09/29/12/   10/01/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**   Product **Obama For America Sked C** Estimate #    **1904**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N22	WEWS	10/02/12	10/08/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-T-----		1				\$5,000.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
N23	WEWS	10/02/12	10/08/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---T---		1				\$12,000.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
N24	WEWS	10/02/12	10/08/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---T---		1				\$2,800.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
N25	WEWS	10/02/12	10/08/12	Sunday Prime B Sunday Prime B	CM	8-9p	-----S	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$14,000.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
N26	WEWS	10/02/12	10/08/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$5,000.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
N27	WEWS	10/02/12	10/08/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-TWTF--		1				\$275.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
N28	WEWS	10/07/12	10/07/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$5,000.00		0.00			
N29	WEWS	10/02/12	10/08/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-TWTF--		1				\$600.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
N30	WEWS	10/02/12	10/08/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00			
	Week:	10/08/12	10/14/12	M-----		1				\$550.00		0.00			
Totals														60	\$91,460.00